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Message Text

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ACTION COME-00

INFO OCT-01 EA-12 EB-08 ISO-00 /021 W
----------017001 041121Z /10
P 041105Z MAY 78
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC PRIORITY 7678

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E.O. 11652: NA
TAGS: BEXP, JA
SUBJECT: TRADE FACILITATION COMMITTEE: JAPAN FLOATING
. FAIR - "SHIN SAKURA MARU"

REF: (A) STATE 106208, (B) TOKYO 6829, (C) TOKYO 3398

SUMMARY: EMBASSY HAS LEARNED FROM JAPAN INDUSTRY FLOATING FAIR ASSOCIATION THAT NEITHER ITS BOARD OF DIRECTORS NOR SECRETARIAT HAS STUDIED THE IKEDA OFFER OF COST-SHARING OF THE SHIN SAKURA MARU TO DATE. COST OF MOUNTING AN EXHIBITION WILL RUN ABOUT $3-4 MILLION AND THE SHIN SAKURA MAUR WILL NOT BE AVAILABLE UNTIL 1979. POST UNDERSTANDS MARAD HAS STATED THAT USE OF FOREIGN-FLAG CARRIER FOR USG-SPONSORED COMMERCIAL EXHIBITION IS NOT POSSIBLE. END SUMMARY.

1. IN RESPONSE TO REFTEL A REGARDING COST-SHARING FOR THE SHIN SAKURA MARU (SSM), EMBASSY HAS CONTACTED SECRETARIAT OF THE JAPAN INDUSTRY FLOATING FAIR ASSOCIATION (JIFFA) WHO INFORMED US THAT NEITHER ITS BOARD OF DIRECTORS NOR SECRETARIAT HAS DISCUSSED THIS SUBJECT TO DATE. MR. IKEDA, WHO IS PRESENTLY ALSO THE PRESIDENT OF JIFFA, DID CHECK WITH THE SECRETARIAT PRIOR TO HIS DEPARTURE ON THE U.S. IMPORT MISSION IN MARCH ON THE AVAILABILITY OF THE SSM FOR U.S. EXHIBITORS TO CALL ON VARIOUS JAPANESE PORTS. THE UNCLASSIFIED

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SECRETARIAT REPLIED IN THE AFFIRMATIVE, BUT THERE HAS BEEN NO FURTHER DISCUSSION ON THIS SINCE IKEDA'S RETURN.

2. OPERATING COST FOR THE SSM WOULD VARY BASED ON THE NUMBER OF DAYS, THE NUMBER OF PORTS CALLED AND HOW MUCH RENOVATION IS REQUIRED TO MOUNT THE EXHIBITION.

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AN EXAMPLE OF COST IS THE UPCOMING 1978 SSM CRUISE VISITING 13 OCEANIA PORTS AND 5 ASEAN COUNTRIES OVER A 99-DAY PERIOD (AUGUST-DECEMBER 1978), WHICH IS ESTIMATED TO COST YEN 900 MILLION (ABOUT $4 MILLION). BREAKDOWN OF THE COST FIGURE IS ROUGHLY AS FOLLOWS: (A) 30 PERCENT FOR SALARIES OF THE 68 CREW MEMBERS; (B) 25 PERCENT FOR RENOVATING EXHIBIT SPACE AND MOUNTING THE SHOW; (C) 15 PERCENT FOR FUEL, PORT CHARGES, SHIPPING AGENT CHARGES; AND (D) 30 PERCENT FOR LOADING AND UNLOADING OF EXHIBITS, PUBLICITY AND PER DIEMS. IT SHOULD BE NOTED THAT COST OF BOAT AND CREW ALONE IS ABOUT YEN 3.5 MILLION PER DAY (ABOUT $16,000). THE SSM HAS 3,391 SQUARE METERS OF EXHIBIT SPACE AND HAS A RECEPTION AREA THAT CAN ACCOMMODATE 400 PERSONS.

3. JIFFA SUGGESTS THAT IF USG SHOULD DECIDE ON USING THE SSM, THE MONTH OF OCTOBER (1979) WOULD BE BEST FOR VISITING JAPANESE PORTS BECAUSE OF FAVORABLE WEATHER CONDITIONS. THERE ARE 13 PORTS IN JAPAN LARGE ENOUGH TO ACCOMMODATE THE SSM, ALTHOUGH A VISIT TO 7-8 PORTS SHOULD BE SUFFICIENT IN REACHING A WIDE CROSS-SECTION OF THE JAPANESE MARKET. THIS WOULD ENTAIL A CRUISE LASTING ABOUT 40-50 DAYS.

4. EMBASSY UNDERSTANDS FROM EISELT-CLARK TELECON
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OF MAY 3 THAT MARITIME ADMINISTRATION (MARAD) HAS WRITTEN ITA THAT THE USE OF A FOREIGN-FLAG SHIP FOR A COMMERCE-SPONSORED COMMERCIAL EXHIBITION IS NOT POSSIBLE. IF USG CANNOT ACCEPT IKEDA OFFER ON THESE GROUNDS, WE WOULD LIKE TO ABANDON OUR COLLECTING ANY FURTHER COST DATA SO WE DO NOT KEEP ALIVE AN EXPECTATION OF U.S. ACTION THAT SHOULD NOW BE TURNED OFF. REQUEST INSTRUCTIONS.

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